

January 2004

Green Business Update

Alameda County

Visit our website at www.greenbiz.ca.gov

email contact pamela.evans@acgov.org



Green Business Certifications Public Promotions Green Tips & News

To **RSVP** for the February 24th Recognition Event, call:
Susan Sakaki, Green Business
Consultant, at 510/531-5377

Green Business Certifications

Seven new businesses have joined over 320 Bay Area companies in becoming 'green' since the last **Update**. Congratulations to Alameda County's newest Green Businesses:

Alameda

West Advertising (design, marketing, advertising)

Berkeley

Aperio Gifts (retailer)

Dave Karoly (printer)

DoubleTree (hotel & event center)

Roger Pritchard Financial Alternatives (small business services)

Oakland

Courtyard by Marriott (hotel & event center)

Livermore

Dick & Ryan's Auto Repair (automotive repair)

Also!

Three businesses were **recertified** as 'Green', **The Stone Cottage** in Alameda, **Ackerman's Servicing Volvo's** in Berkeley and **Amaral's Muffler & Auto Center** in Newark. Berkeley's **Office of Economic Development** became that City's first government operation to be certified.

Green Tips & News

Trying to 'Green' your mobile office? Cell phones destined for 'the glue factory' should not be thrown in the trash! They may contain toxic metals such as lead, mercury and cadmium! Many companies and organizations offer reuse/recycling opportunities. For more information, visit www.stopwaste.org or call 877-STOPWASTE (877-786-7927).

LED exit signs are significantly more energy efficient than fluorescent-lamp (FL) exit signs and contain no toxic mercury. (A single FL exit sign can contain more than 10 milligrams.) **Project INFORM** has posted a fact sheet on Environmentally Preferable Exit Signs at http://www.informinc.org/fact_P3exit_signs.php

The Center for a New American Dream is a national non-profit membership organization that helps Americans consume responsibly to protect the environment, enhance quality of life and promote social justice. They've put together a new website to help consumers learn more about product lifecycles: <http://www.newdream.org/consumer>.

February Green Business Recognition Event!

Join us on **Tuesday, February 24**, 5:30 -7:00 p.m. for our next Green Business Recognition Event, cosponsored by the **Sustainable Business Alliance** and supported by our many partners. Our speaker will be **Jeffrey Hollender, President of Seventh Generation Products**. This gathering will recognize Green Businesses certified since May, 2003, and all Green Businesses are welcome. The event will be at **Oakland City Hall**, Broadway X 14th Street (at City Center BART). This gathering will also provide Green Businesses with an opportunity to learn more about the benefits of membership in the Sustainable Business Alliance. **More details to follow**, in the meantime, contact us to RSVP or for more information.

Promoting Green Businesses

- **ANG Newspapers** featured **Wendel, Rosen, Black & Dean, LLP** as the first law firm known to have been certified on environmental performance.
- ANG also wrote up **Sky Power Systems**, as did **The Castro Valley Forum**.
- **KPFA** radio presented a story on Green Business and the City of Berkeley's initiatives to attract & retain environmentally-conscious companies.
- **Pleasanton City Council** hosted an October recognition ceremony for its Green Businesses.
- A **'Green Gathering'** occurred in December. The City of Berkeley hosted an event honoring its many 'eco-friendly' businesses. The event was held at one of Berkeley's newest Green Business, the DoubleTree.
- The Sierra Club **Yodeler** and **Bay Nature** magazines ran Green Business ads. (Thanks to support from the Bay Area Air Quality Management District & the Association of Bay Area Governments.)
- San Francisco **Green Festival** - we had a booth at this event in November, which attracted over 30,000 people. (Thanks to support from Economic Development Alliance for Business and STOPWASTE.)
- Our **website** continues to attract new visitors! The site averaged 3,388 unique visitors per month last quarter. This number has steadily increased each quarter over the past year.

Questions? Comments? For Info on our Green Dinner Series:
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email: pamela.evans@acgov.org web: www.greenbiz.ca.gov
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